

Openxcell

Empowering Businesses With Innovations

A Fitness Application That
OpenXcell Developed For a Health
& Wellness company

CASE STUDY



Thank you for downloading this case study!

For a successful business what do you really need? Well, the right partner! It is not just the business deal that we search for, but a reliable partnership that comes with accountability, trust, productivity and support. We are proud to claim that GlobalFit found that kind of partnership in OpenXcell.

This case study will elaborate on how we built a successful fitness application for our client, from scratch and upgraded it to a premium grade. GlobalFit is a popular application that is being used by hundreds of fitness enthusiasts, country-wide.

OpenXcell is quite proud to have built an app that is reforming wellness by providing easy access to people who are dedicated to fitness.

Table of Content

● Client Overview	03
● Business Challenges	04
● Our Approach	06
▶ Project Inception	06
▶ Project Acceleration and Team Creation	07
▶ Team Transition	09
▶ OpenXcell's Contribution To Orderhive	09
● Engagement Timeline	13

GlobalFit Anywhere

Intro



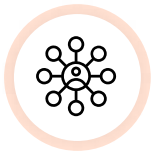
Industry	IT
Headquarter	Philadelphia
Offshore Development Centre	Ahmedabad, India
Team Size	6
Platforms	Mobile

GlobalFit is a 25 years old Philadelphia company that provides wellness solutions for employers and insurers across the country. The company owns various technology based wellness programs that accelerate the engagement of people into routine gym activities by making those services accessible on their mobile devices. GlobalFit Anywhere is one such wellness solution developed by OpenXcell that helps users to access gym, studio and personal training services.

offered by multiple brands and providers, on a single platform. The dynamic pricing model of this mobile application allows the system to manage service costs as per the market demands, thereby providing best deals to users as per their geolocation. Moreover, it requires no membership or subscription fee to leverage the offerings of this platform. It is a completely free and downloadable application for iPhone and Android users which can be used to book gym passes, training sessions or studio classes on the go. Today, GlobalFit is one of the most popular wellness applications with more than 300 users that regularly book their slots and schedule their fitness sessions.

GlobalFit's Business Challenge

GlobalFit is a renowned fitness brand that is known to specialize in developing network of gyms and has three core solutions:



Gym Network 360



GlobalFit Rewards



WalkMyMind

As part of their innovation strategy, the organization decided to develop an aggregator platform that could give a plethora of brand options to fitness enthusiasts for booking their gym sessions at any time, from anywhere through one application. The idea behind creating the app was quite simple - to promote well being. However, the operational cost in Philadelphia was unreasonably high. Besides, the client had no technical background which made it difficult to find a technology partner that could comprehend the demands easily and can create a team of developers working dedicatedly for the project. After months of searching, our client found OpenXcell the best fit for their product development.



Product Key Features



Real-time Booking



Dynamic Pricing



In-app Purchases



Easy Inventory



Automated Receipts

Our Approach

Project Inception

GlobalFit approached us with a prototype of the application in 2018 and they needed a mobile application for providing their users a single platform through which they can easily book gym, studio and training sessions.

OpenXcell conducted several meetings with the client and learned that they needed a dedicated development team with more than 8-10 years of experience in creating mobile applications.

We defined the scope of the projects after initial discussion and the resource headcount was finalised. Two new backend developers were hired from outside the organization and 1 iOS and 1 Android developer from the in-house team were on-boarded.



Project Acceleration

Finally, the project started off by creating UI/UX of the application and *three modules were simultaneously added: user, vendor and admin. These modules were integrated with features for booking passes, scheduling the sessions, location and payment options.* Though everything worked fine, processing the payment from the credit card was seemingly complicated. It was a bit of a challenge to adjust the minimum and maximum discounted price during the payment and conditions like sessions cancelled before penalty period or no shows had to be considered. To surmount these issues,



Stripe was integrated to the application which streamlined the entire payment process thereby enhancing the accuracy. Apart from that, *Stripe integration also automated receipt generation* which significantly reduced the manual work.

As the project progressed, the team continued to add new features and the client managed to on-board some customers. After several bookings and transactions done by the then users, we realised that the pricing model needed upgrading. It had to be converted into a dynamic system wherein prices are adjusted automatically according to the location, inventory and the deals offered by various vendors in that particular region.

Thus, the machine learning algorithms were implemented which made the application capable of rebalancing the prices automatically.

In 2019, there were almost 5 members in the team diligently working to maintain the application. Meanwhile, the number of customers using the application also increased to more than 800. It was a significant number which motivated the team to bring more enhancements. As a result, the *application was continuously improved to give a premium experience to the customers*. Recently, in 2020, *our client has made almost 1569 customers and has been able to double its revenue.*





Support and Maintenance

GlobalFit continues working with OpenXcell and has shown interest in maintaining this partnership for a long term.

As of now, the team size has been reduced to three developers who would be supporting the application. However, *the client has shown trust in OpenXcell and has indicated to be working with us for other new projects as well.*

Product Success

Stripe Integration

Dynamic Pricing

1569 Users

**Real-time, location based
booking**



OpenXcell's Contribution In Client's Success

By creating GlobalFit Anywhere, our client wanted to provide a multi-branded fitness platform from where people can book their training and gym sessions easily. Our expertise, client centric approach and hard work has really paid off well as we are proud to have met their expectations way before they had imagined. More so, because, we were able to provide the necessary resources as and when required by the project which made it possible to meet the client's expectations on time.



Our Success Gears



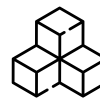
12+ years of extensive product development experience



Recruitment and On-boarding of Top Talent



360 Degree Operations Management



Scalable Model



Dedicated Development Teams



On-Demand Support Service

Technology Stack

Backend

PHP laravel

iOS swift

Android Kotlin

Database

MySQL



Client Achievements



1569 users



Doubled Revenue



Gym associations

Client Testimonial

"We are extremely impressed by the support OpenXcell has extended towards us. Their professionalism and quality of deliverables have met our expectations perfectly. We are definitely looking forward to working with OpenXcell for a long term."

Anthony J.Frick

CEO, GlobalFit Anywhere



Conclusion

GlobalFit and OpenXcell have had a valuable partnership. The collaboration has led to sustainable growth and has utilized the best expertise of the industry to provide a robust product which is helping people around the world to improve their fitness regime.

We at OpenXcell, enable growth driven product development to form a reliable alliance and empower our clients with advanced technology-based digital solutions so they can trust us and rely on us without any second thoughts.

Thank you for your time!

Contact Us

Want to scale your business with our seasoned product development team? Let us know your requirements.



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[Schedule a Meeting](#)

